

Washington County

Job Description



Title:	Web Development, Graphic & Content Specialist		
Division:	Marketing	Effective Date:	05/18
Department:	Tourism	Last Revised:	02/20
Career Service:	Eligible	FLSA:	Exempt

GENERAL PURPOSE

Performs a variety of marketing duties to generate tourism for the Washington County area with the overall goal of increasing hotel occupancy and media exposure by managing the content, development, implementation and maintenance of all tourism-related websites operated by the county. Performs a variety of communication, graphic design, and administrative and technical duties as needed to expedite the day-to-day operations of the Washington County Tourism Department.

SUPERVISION RECEIVED

Works under the general supervision of the Marketing Manager.

SUPERVISION EXERCISED

None.

ESSENTIAL FUNCTIONS

Website Development and Strategy

Manages the content, development, implementation and maintenance of all county-owned, tourism-related websites with the help of internal staff and contracted resources. Makes recommendations regarding the concept, look, feel and tone for the sites.

Develops annual strategies and goals for websites and online platforms, as it relates to the annual strategic marketing plan. Assists in development of the vision, mission, strategy, goals, creative concepts and advertising tactics, in all areas of tourism, convention services, and visitor bureau operations.

Works with Marketing Manager and sales team to develop and utilize the websites as premier tools in the overall marketing plan. Website strategies should facilitate the collection of data and information to help direct and improve marketing and sales results.

Researches, analyzes and monitors industry trends and norms, and, using that information, makes recommendations to the Marketing Manager on the online vision, mission, strategy, goals, creative concepts and advertising tactics, in all areas of tourism, convention services, and tourism department operations.

Monitors, researches, analyzes and evaluates website strategies to determine effectiveness, in cooperation with marketing staff to service each vertical, and their collective and independent needs. Assists in similar efforts to promote and market County-owned venues and entities including: Dixie Center, Legacy Park, Shooting Sports Park, stewardship committees and initiatives etc.

Oversees the administration of projects related to the website goals. Ensures projects are completed in a timely manner and within the set parameters of the budget.

Determines the proper sources for programming and hosting the websites; negotiates contracts for web-related services; manages billing and contracts for web-related services; holds web partners and contracted agencies accountable for performance of web-related services.

Website Maintenance

Through interactive administrative tools, back-end databases and other web platforms, new marketing ideas, plug-ins, etc., continually updates and maintains the most recent technology advances and ideas to ensure maximum website performance; legal, accessibility and privacy compliances; mobile responsiveness; and Search Engine Optimization and Search Engine Marketing performance – all in support of overall marketing efficiencies.

Working collaboratively with the Content and Social Media Specialist, is responsible for maintaining accurate and timely information on the sites to ensure accuracy, functionality, and usability.

Updates destination information on external sites that link to county-owned websites and works to increase visibility on other high-traffic sites. Coordinating marketing/content integration (logo, reciprocal links, etc.). Establishes, maintains, and constantly expands working relationships with the local and regional tourism industry.

Reporting and Planning

Produces simplified monthly reports showing effectiveness of the websites including: site visitation statistics, reports for online marketing campaigns, promotions, events, etc. Makes suggestions based on report findings and trends.

Contributes reporting metrics to larger team business results and dashboards. Reviews office business results, as well as tourism industry and demographic data from external sources – in order to inform web development strategy and planning to improve efficiencies and boost economic impact of tourism within Washington County and optimize return on investments.

Coordinates and communicates website strategies with Tourism Team(s) and facility managers to ensure efficient use of resources, coordinated branding/messaging, event communication, and overall efficiency of the Tourism Department.

Makes and prepares oral and written presentations to staff and other organizations, groups, associations or general audiences, as needed.

Graphic Design and Asset Management

Support efforts of Tourism Team with marketing, graphic design, copy writing and communication support for the organization. Assists with concepts, design and creation of marketing collateral including flyers, brochures, and web materials.

Manages and organizes video and photo assets of the Tourism Department, including stakeholder- and media-facing website to share Tourism assets; internal drives with file naming and filing protocols for easy access; and manages and communicates usage rights around assets.

Fulfills media requests. Assists with and provides information, assistance, photos, and services to writers, producers and stakeholders as needed.

Assist with preparation of presentation materials and reports. As well as special projects, as assigned.

Performs other duties as required.

Assists with convention, event and marketing activities such as familiarization tours, site visits, on-site assisting, and other activities during events in the County; and attends various domestic and international travel, trade and consumer shows on behalf of the county, travel regions and Utah State Office of Tourism as needed.

MINIMUM QUALIFICATIONS

1. Education and Experience:

- A. Four-year degree in digital marketing, web development, advertising, graphic design, communications or related field;

AND

- B. Three (3) years of progressively responsible experience in digital marketing and web development with experience in WordPress, Adobe Creative Suite, advertising, PR, Internet strategies and tourism marketing.

OR

- C. An equivalent combination of education and experience.

2. Knowledge, Skills, and Abilities:

Thorough knowledge of web development, web marketing, search engine optimization, social media, database marketing, advertising and the techniques used to develop and facilitate tourism-related sales, marketing and advertising programs; media purchasing, contract negotiations, research and analysis of web strategies, marketing and advertising tactics; graphic design methods and practices related to web and application development, advertising, design, layout and copywriting; public speaking; interpersonal communication skills; public relations; internet and social media marketing strategies; general office, business and organizational practices.

Thorough skills in WordPress, HTML 5, Adobe Creative Suite, Illustrator, Photoshop, InDesign, and Dreamweaver, Microsoft Office, Google Docs. The art of diplomacy, cooperative problem solving; project management; use of office equipment, i.e. personal computer, phone, copy machine, scanner, digital camera, etc.; math skills, English and grammar skills, writing, proofreading and editing skills are essential. The use of audio visual equipment, and other software applications as needed to perform essential functions.

Ability to manage and coordinate a comprehensive web strategy; analyze problems, identify solutions and project consequences of proposed actions; operate personal computer in utilizing various programs to produce or compose web and marketing materials, formal documents, proposals, reports and records; supervise, motivate, develop, and evaluate contracted agencies; communicate effectively verbally and in writing; develop effective working relationships with supervisors, fellow employees, and the public; work independently and deal effectively with considerable stress caused by work load and time deadlines; exercise initiative and independent judgment and to act resourcefully under varying conditions.

3. Special Circumstances:

Ability and availability to travel out of the area for marketing shows/events including nights and/or weekend work as needed for events, FAM tours, etc.

Must possess a valid state of Utah driver's license.

4. Work Environment:

Incumbent of the position performs in a typical office setting with appropriate climate controls. Tasks require variety of physical activities, related to walking, standing, stooping, sitting, and reaching. Must be able to lift 40 lbs. Hand-eye coordination is necessary to operate computers, audio visual equipment and various pieces of office equipment. Mental application utilizes memory for details, listening, patience, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Some travel may be required in normal course of job performance.

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I _____ have reviewed the above job description. Date: _____
(Employee)